II. GENERAL COMMUNITY GOALS AND PLANNING PRINCIPLES

A. <u>GENERAL COMMUNITY GOALS</u>

Policy must come before planning and of course the content of the policy is important to the preparation of the Plan. For this reason the planning effort has focused first on the creation of a set of Community Plan Goals. Not all of the Community Plan Goals are listed here. Only those that have had the greatest impact on the Plan, and those that can be described as general community goals versus specific goals related to an element of the Community Plan. In all cases, later discussion of the goals within each element includes a listing of policies and implementation measures to further describe the Plan.

These general goals, many of which are repeated in other elements of the Auburn/Bowman Community Plan, are reflected in the adopted land use map. Through adoption of this Community Plan the County has determined that these goals (and others found in the Plan) are consistent with the Plan and that the Plan is consistent with the goals. It is understood that the application of a single goal to an isolated single parcel of land may not appear consistent; however when all goals are considered, the Plan provides a coordinated focus or direction. Overall, especially given the broad scope of the Plan, the goals are also internally consistent.

- 1. ENCOURAGE NEW DEVELOPMENT IN THE AUBURN AREA TO CONTRIBUTE TO THE CREATION OF A MIXED-USE, COMPACT, READILY IDENTIFIABLE, FOOTHILL TOWN.
- 2. LOCATE URBAN AND SUBURBAN DEVELOPMENT IN AREAS WHERE URBAN SERVICES, COMMERCIAL FACILITIES, AND TRANSPORTATION FACILITIES ARE READILY AVAILABLE.
- 3. ENCOURAGE THE CONSTRUCTION OF NEW HOUSING TO MEET FUTURE NEEDS ANTICIPATED IN CURRENT POPULATION PROJECTIONS FOR ALL ECONOMIC SEGMENTS OF THE POPULATION.
- 4. PROVIDE FOR RESIDENTIAL DEVELOPMENT WHICH CREATES FUNCTIONAL, ATTRACTIVE, COHESIVE NEIGHBORHOODS WHICH ARE CLOSELY TIED TO ADJOINING NEIGHBORHOODS.
- 5. PROVIDE A SUFFICIENT MIX OF NEIGHBORHOOD, REGIONAL, AND HIGHWAY COMMERCIAL FACILITIES TO SERVE THE RESIDENTS OF THE AUBURN/BOWMAN REGION AS WELL AS THOSE VISITING THE AREA.
- 6. ENCOURAGE AND ATTRACT BUSINESS AND INDUSTRY TO THE AUBURN AREA WHICH WILL HELP TO CREATE A MORE EVEN JOBS-HOUSING BALANCE.
- 7. TRANSFORM THE STRIP COMMERCIAL AREA IN NORTH AUBURN INTO A MORE DIVERSE, MIXED-USE AREA WHENEVER OPPORTUNITIES EXIST. THESE OPPORTUNITIES MUST BE IDENTIFIED AND IMPLEMENTED AS DEVELOPMENT OCCURS.

- 8. MAINTAIN THE BOWMAN COMMERCIAL AREA AS A HIGHWAY-SERVICE ORIENTED RETAIL COMMERCIAL AREA WHILE ATTEMPTING TO MINIMIZE IMPACTS ON SURROUNDING LAND USES, AND EXPAND THE RANGE OF COMMERCIAL USES TO BETTER SERVE RESIDENTS OF THE LOCAL AREA.
- 9. PROTECT THE I-80 CORRIDOR, INCLUDING APPROPRIATE AREAS ALONG LINCOLN WAY AND BOWMAN ROAD IN THE BOWMAN AREA, TO PRESERVE EXISTING SCENIC VISTAS OF THE AMERICAN RIVER CANYON AND THE SIERRA NEVADA MOUNTAIN RANGE.
- 10. PROTECT THOSE LOCAL VIEWSHEDS AND SCENIC CORRIDORS ALONG HIGHWAY 49, BELL ROAD, CHRISTIAN VALLEY ROAD, DRY CREEK ROAD, AND MT. VERNON ROAD IN THE PLAN AREA WHICH ARE IMPORTANT TO MAINTAINING THE COMMUNITY'S RURAL IDENTITY.
- 11. ENSURE THAT LAND ADJACENT TO THE AUBURN AIRPORT IS DEVELOPED IN ACCORDANCE WITH THE AUBURN AIRPORT COMPREHENSIVE LAND USE PLAN WHILE INCLUDING ACCOMMODATION OF THE PROPOSED EXPANSION OF THE AIRPORT.
- 12. PRESERVE AND PROTECT FROM URBAN ENCROACHMENT THE RURAL/AGRICULTURAL AREAS, DESIGNATED IN THE LAND USE PLAN.
- 13. ENSURE THAT PUBLIC SERVICES AND FACILITIES ARE AVAILABLE TO SERVE THE NEEDS CREATED BY THE PRESENT AND FUTURE DEVELOPMENT WHICH OCCURS IN THE PLAN AREA.
- 14. PRESERVE THE NATURAL LAND FORMS; PRESERVE OUTSTANDING AREAS OF NATIVE VEGETATION INCLUDING, BUT NOT LIMITED TO, OAK WOODLANDS AND RIPARIAN AREAS, AND NATURAL RESOURCES OF THE AREA AS MUCH AS POSSIBLE. IT IS RECOGNIZED THAT DEVELOPMENT OF COMMERCIAL, INDUSTRIAL, AND HIGHER DENSITY RESIDENTIAL USES CAN RESULT IN THE LOSS OF NATURALLY OCCURRING AMENITIES. WHERE THIS IS ALLOWED TO OCCUR, ADHERENCE TO A SET OF COMMUNITY DESIGN GUIDELINES SHOULD ASSIST IN MITIGATING SUCH IMPACTS.
- 15. IDENTIFY THOSE AREAS WHERE GREENBELTS OR LINEAR OPEN SPACES SHOULD BE PRESERVED IN ORDER TO ENHANCE THE DEVELOPED AREAS AS WELL AS TO MAINTAIN CLEAR BOUNDARIES FOR THE "AUBURN/BOWMAN" COMMUNITY.
- 16. PROTECT THE LIVES AND PROPERTY OF THE CITIZENS OF THE AUBURN AREA FROM UNACCEPTABLE RISK RESULTING FROM FIRE OR FLOOD HAZARDS.
- 17. PROVIDE FOR A TRANSPORTATION SYSTEM THAT SUPPORTS THE SOCIAL AND ECONOMIC WELL BEING OF THE PEOPLE AND ENVIRONMENT OF THE PLAN AREA.

- 18. ENCOURAGE AND ENABLE THE USE OF PUBLIC AND PRIVATE TRANSIT AS WELL AS OTHER ALTERNATIVE MODES OF TRANSPORTATION. EXPAND PUBLIC TRANSPORTATION OPPORTUNITIES TO MEET THE NEEDS OF THE PLAN AREA'S RESIDENTS, REDUCE TRAFFIC CONGESTION, AND IMPROVE AIR QUALITY.
- 19. DEVELOP A COMMUNITY TRAIL SYSTEM.
- 20. ENCOURAGE THE CONTINUED PROVISION OF A WIDE VARIETY OF CULTURAL ACTIVITIES THAT CONTRIBUTE TO THE APPEAL OF THE AUBURN/BOWMAN AREA.
- 21. RECOGNIZE THAT CLEAN AIR AND WATER ARE ESSENTIAL RESOURCES FOR MAINTAINING A HIGH QUALITY OF LIVING, AND ENSURE THAT THESE RESOURCES ARE MAINTAINED AT ACCEPTABLE LEVELS.
- 22. AMENDMENTS TO THE AUBURN/BOWMAN COMMUNITY PLAN SHOULD BE MINIMAL UNTIL SUCH TIME AS THE COUNTY DETERMINES CIRCUMSTANCES IN THE AREA HAVE CHANGED SO SIGNIFICANTLY THAT AN UPDATE OF THE PLAN IS NECESSARY. PIECEMEAL COMMUNITY PLAN AMENDMENTS SHOULD BE DISCOURAGED.

B. PLANNING PRINCIPLES

There is general agreement on the magnitude of the growth problems facing California and specifically the Auburn/Bowman area. Regardless of one's views as a no-growth, planned growth, or unrestricted growth advocate (all of which are present in the Auburn area), it is apparent that changes are needed. The General Community Goals identify the "motherhood and apple pie" issues that most residents of the Auburn/Bowman area will agree are important. The Planning Principles, or concepts, that guided the formation of this Community Plan are briefly discussed in this section.

1. Firm urban growth boundaries are necessary for the creation of a compact, efficient, and functional community.

The alternative, continued expansion of urban development, means sprawl onto far more of the Community Plan area's natural landscape and an unmanageable pattern of development. Such expansion would sap economic and social energy from the existing community in which the City, County, and private individuals have extensive financial, social, and historic investment. Urban sprawl would result in the loss of the sense of community that has resulted from the relatively small town atmosphere which fosters social interaction and common interests. The character of the Auburn/Bowman community will be threatened as well, should growth continue to spread throughout the foothill area seemingly without boundaries or limits.

Growth boundaries can work by uniting the pattern of homes, jobs, services, and other destinations to provide an opportunity to avoid daily long-distance automobile travel. Such boundaries can provide for the efficient, cost effective, provision of all types of public services and infrastructure, promote the use of transit, strengthen the economic viability of commercial areas, and preserve outlying areas for long-term future options.

2. Maintenance of the open space character of lands outside the urban area is necessary, as is the incorporation of some open space characteristics into the urban area.

Due to the area's topography and historic pattern of development, the identification of the lands outside the urban growth area, that are important to the character of the area, is easily accomplished. These lands outside the urban growth area form the community's "greenbelt." They encompass recreational open space (especially on the fringe), watersheds, ranches, rural estates, wildlife habitat and corridors, woodlands, scenic vistas, ridgelines, and other natural resource lands essential for the vitality of the community. Large lot residential uses help maintain open space and also provide variety in housing opportunities. Access to these areas is simple and quick due to the existing road pattern in the area and this accessibility adds to the character of the Auburn area. One need only travel a very short distance on Mt. Vernon, Dry Creek, Joeger, or Bell Roads to experience the rural character of the surrounding area.

Due to the area's topography, riparian corridors pass through much of the Plan area. The preservation (and in some cases restoration) of these corridors can provide the link between the urban and rural areas; small but important open space areas can be preserved in the urban setting.

3. Lands within the urban area should be devoted to compact residential, commercial, and industrial development, thereby making efficient use of land and infrastructure.

New development should be located in such a way and in sufficient density to make the use of transit, bicycle, and pedestrian facilities more feasible. Due to the historic pattern of development in the Auburn area, transit service has been difficult to provide efficiently. Changes in the use of transit will not occur rapidly, however, new development can be designed to at least allow for alternative transportation facilities and their increased use in the future.

A mixed-use concept should be sought for new development on the larger developable parcels of land and within designated areas where redevelopment may occur. A balance of compatible commercial, industrial, residential, civic uses, enjoyable public places, and parks will enhance the communities sense of identity and interaction, as well as address traffic congestion, air quality, and affordable housing issues.

4. Specific programs are necessary to promote affordable housing or it is not going to be provided.

Compact, higher density growth is not enough to ensure the provision of sufficient affordable housing. Special programs designed specifically to provide low-income housing will be needed. New development standards, new funding mechanisms, and economic incentives will be necessary and must be addressed in this Plan.

5. In order to implement the Community Plan, it will be necessary to take advantage of opportunities available through both public and private actions, as well as opportunities for public/private partnerships. Such opportunities will exist in the Plan area for a number of reasons. The Dewitt Center, approximately 200 acres in size and owned by Placer County, is strategically located between Atwood and Bell Roads, west of Highway 49. Within close proximity lie many acres of developable lands with few constraints. In addition to the wide

range of public services offered at Dewitt, schools, medical facilities, commercial uses, and recreational facilities are found close by. Road access is excellent, and future roads will improve access further. The County, through the possible reconstruction of major office facilities at Dewitt, will increase the prominence of the center and spur increased private development in the immediate surroundings. Many opportunities will exist for private (residential, commercial, office, etc.) development close by, public development at Dewitt, and public/private joint ventures. All of these activities, if well planned, could create a very functional and successful area of development, as well as meet many different needs.

Because of the County's and the Auburn Recreation District's interest in recreational facilities to serve the greater Auburn area, opportunities may exist for these agencies and private parties to cooperatively bring new attractions to the area, such as a public golf course, etc.

- 6. There is a need to increase the economic base of the Auburn area, as well as to provide housing to improve the jobs/housing balance. The new Plan should address different approaches to accomplishing this. The proposed housing program could help to provide housing necessary for employees of existing and future businesses in the area. Retention and expansion of existing companies in the area can increase employment, maintain a stable tax base, and attract new businesses. According to the Sierra Economic Development District (SEDD) there are several reasons why local economic development efforts should begin with existing businesses. Among these "satisfied firms can form the best advertisement for attracting new firms to the area." SEDD suggests that "while some things may be outside of the control of a community, there are a number of other things a community can influence to improve business conditions." Four principles of economic renewal include, "Plug the Leaks," "Support Existing Businesses," "Encourage New Local Enterprise," and "Recruit Appropriate New Businesses." Adherence to these principles can give a community the opportunity to strengthen itself from within.
- 7. The protection of the environment within the Plan area is necessary in order to maintain the most important attributes that attract people here in the first place, and keep long-term residents from moving away. Part of the reason that the Auburn/Bowman area has experienced such growing pains in recent years is due to the recognition of the apparent conflict between new development and the desire to maintain the existing character of the area in which the natural environment is a key component. This Plan must create a balance by accommodating new growth while minimizing the loss or degradation of the natural environment.
- 8. All Elements of the Plan are interrelated and no one element or goal can be understood without also acknowledging the balance of the Plan. The Land Use and Transportation sections, although they may receive the greatest amount of attention, must be interpreted with an understanding of the housing, community design, noise, and conservation discussions.
- 9. It is important that this Plan recognize the need to identify appropriate techniques for preserving open space, enhancing urban design, analyzing environmental needs, planning for efficient infrastructure systems and promoting comprehensive citizen participation. Implementation is a key element of every section of the Plan.